

DETAILED ACTION

This responds to Applicant's IDS filed 12/04/2009. Claims 12, 16-29 and 45-69 stand cancelled. Claims 1-11, 13-15, and 30-44 are pending in this Application.

Continued Examination Under 37 CFR 1.114

1. A request for continued examination under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(e), was filed in this application after final rejection. Since this application is eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e) has been timely paid, the finality of the previous Office action has been withdrawn pursuant to 37 CFR 1.114. Applicant's submission filed on 1/18/2011 has been entered.

Information Disclosure Statement

2. The information disclosure statement (IDS) submitted on 1/18/2011 was filed after the mailing date of the Notice of Allowance on 8/2/2010. The submission is in compliance with the provisions of 37 CFR 1.97. Accordingly, the information disclosure statement has been considered by the examiner.

Allowable Subject Matter

3. Claims 1-11, 13-15, and 30-44 are allowed.

4. The following is an examiner's statement of reasons for allowance: the prior art of record neither anticipates nor renders obvious Applicant's claimed invention wherein, in

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combination with the other claimed limitations, a gaming machine is configured to user preferences via a system and method of generating a customized user interface on the gaming machine and further, once preferences have been selected the controller is configured to generate on the video display a simulated game presentation according to the preference selections entered via the customized user interface to allow a player to assess how the preference selections will affect game play. The closest art of record is U.S. Patent No. 6,110,041 to Walker et al. wherein player preferences can be selected and stored and U.S. Patent No. 6,719,631 to Tulley et al. wherein event parameters based on player selections are selected to generate a game outcome presentation. However, neither Walker nor Tulley teach or suggest Applicant's claimed customized user interface (support for which is found in Applicant's Specification page 10) and display of the implemented preferences in a simulated game presentation (support for which is found in Applicant's Specification page 15).

5. Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

Conclusion

6. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Paul A. D'Agostino whose telephone number is (571)

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270-1992. The examiner can normally be reached on Monday - Friday, 7:30 a.m. - 5:00 p.m..

7. If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Dmitry Suhol can be reached on (571) 272-4430. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

8. Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/Paul A. D'Agostino/
Examiner, Art Unit 3716